



*City of Arts & Innovation*

# News Release

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### **Contact:**

Phil Pitchford

Intergovernmental and Communications Officer

951-826-5975

[ppitchford@riversideca.gov](mailto:ppitchford@riversideca.gov)

## **Riverside Government, Education and Business Leaders Visit Ensenada**

*Sister Cities delegation explored possible business and educational ventures*

RIVERSIDE, Calif. – Mayor Rusty Bailey and business and education leaders from Riverside recently concluded a three-day Sister Cities trip to Ensenada, Mexico to discuss possible cross-border business and educational ventures and to look for ways to celebrate the upcoming 40<sup>th</sup> anniversary of this important city-to-city relationship.

The July 29-31 trip was spearheaded by Mayor Bailey's office and Ramon Alvarez of Alvarez Lincoln and Alvarez Jaguar in Riverside. The delegation of about 15 people assembled at Riverside City Hall Wednesday afternoon, drove to Ensenada in vehicles provided by Alvarez and the City, and returned Friday afternoon.

"Our strong partnerships with our local education and business communities made this trip a real success," Mayor Bailey said. "I am grateful to all the delegates for the time and money they expended toward further strengthening our relationships in one of our oldest Sister Cities."

Delegates included representatives of the Greater Riverside Hispanic Chamber of Commerce, the U.S.-Mexico Sister City Association, the March Joint Powers Authority and March Inland Port, the International Relations Council, UC Riverside, and the economic development departments of the City and County of Riverside.

The delegation met with Baja Senator Marco Antonio Novelo, Jorge Cortes, President of CANACINTRA (Secretariat of Industry & Continuous Change), Juan Moran, President of CANAIPECA (Fishing Secretariat), and representatives of the City of Ensenada to discuss moving the distribution of Ensenada seafood to the March Inland Port and March JPA. President Moran will be traveling in September to Riverside to further explore and discuss the issue.

The delegation also visited the UABC (Universidad Autonoma Baja, California), and CETMAR, a vocational school with an emphasis on entrepreneurship, to discuss possible exchanges.

“The warm welcome and gracious hospitality of Senator Novelo and the entire Ensenada community was extremely gratifying,” Mayor Bailey said. “We look forward to further exploring the solid business leads and educational exchanges that were identified as part of this trip.”